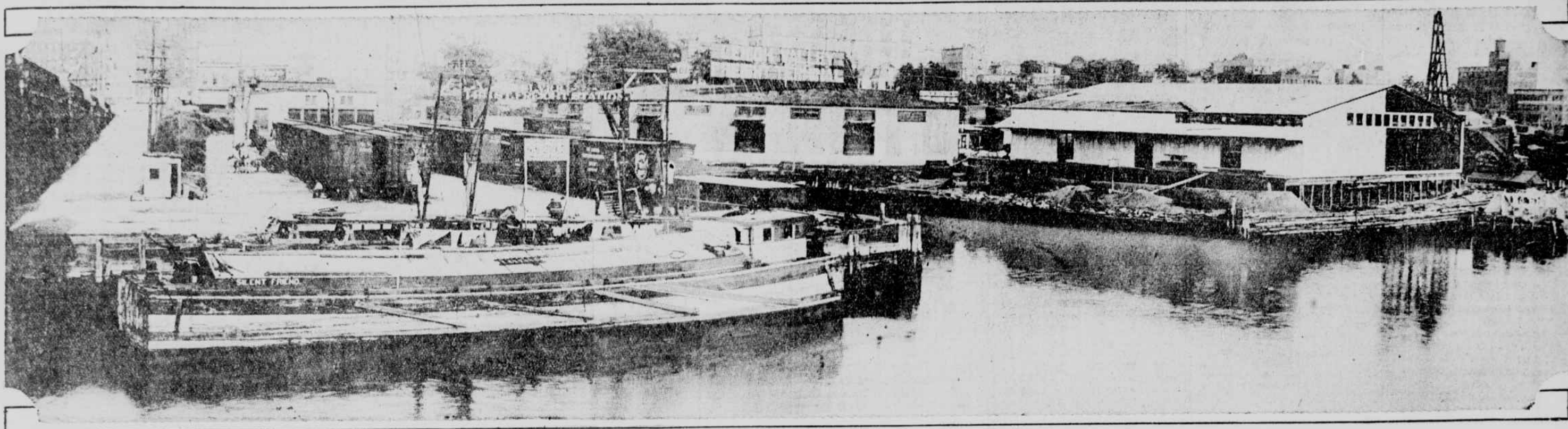


Big Industrial Campaign in The Bronx



TIME TO DESIGN INDUSTRIAL PLAN

Vigorous Growth of The Bronx Depends on Definite System.

RAILROAD HEAD DESCRIBES SITUATION

Concerted Action Is Necessary to Reach Goal Sought, He Says.

By President L. S. Miller, of the New York, Westchester & Boston Railway.

The Bronx has approximately fifty-four miles of mainland waterfront. Manhattan has thirty-seven. Practically all of the available waterfront of Manhattan is in use and there is demand for much more. You may add ten miles more to the Bronx quota for the islands in that borough.

The waterfront of the Eastern Bronx is about thirty-six miles in length. Little of this has been developed; the surface hardly scratched, not so much on account of lack of demand for its use, but because of lack of any definite plans for its development.

A large class of industries is most benefited by the combination of rail and water facilities, taking the raw material in by water and shipping the manufactured product out by rail, or vice versa. The land upon which they locate should be relatively low priced. There should be a supply of labor within close proximity, and opportunity for the building investor to construct houses for the wage earners in the industries at prices within the incomes of the factory workers. The Eastern Bronx has these undeveloped factors, but it needs planning, concerted action, and money to convert them into paying factors to the seeker for industrial locations, property owners and the community at large.

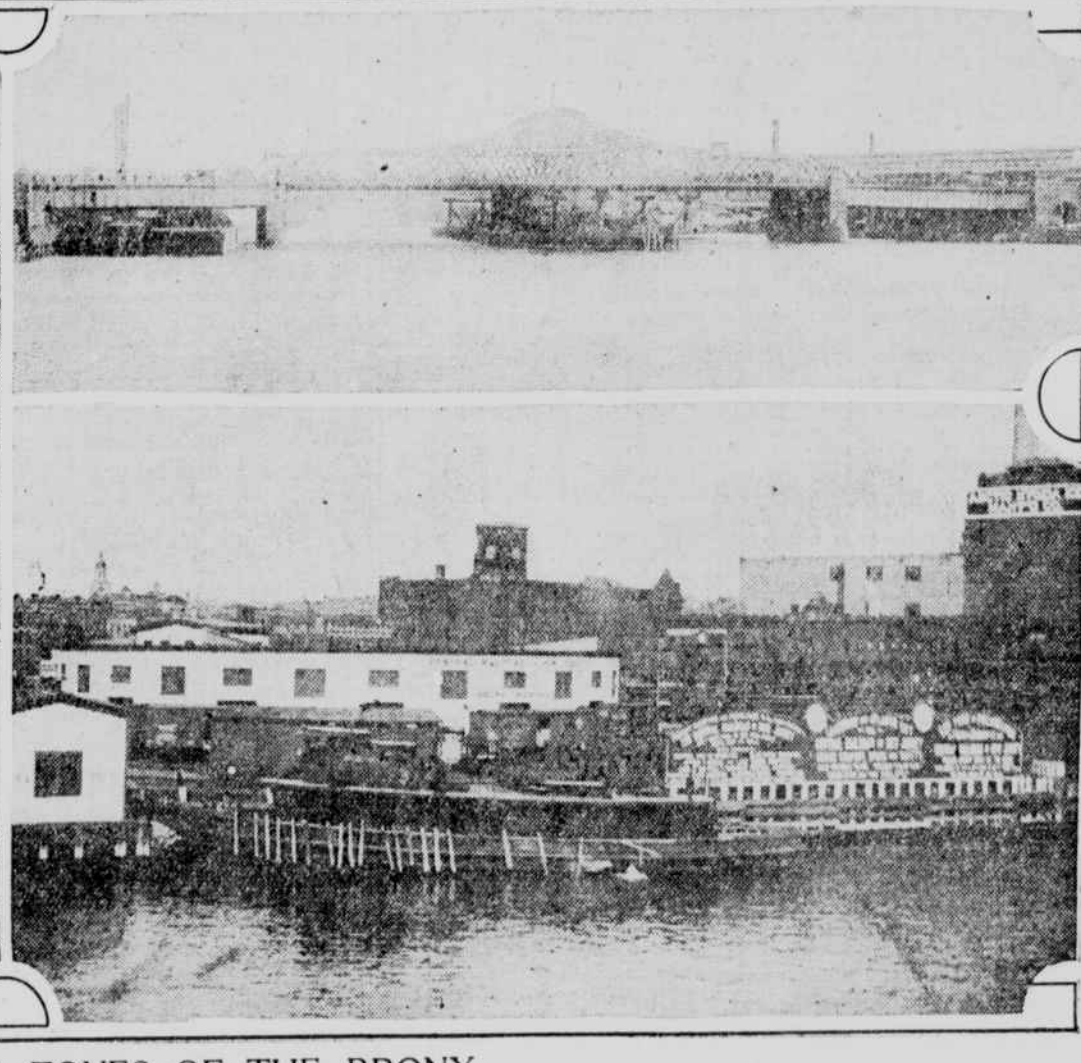
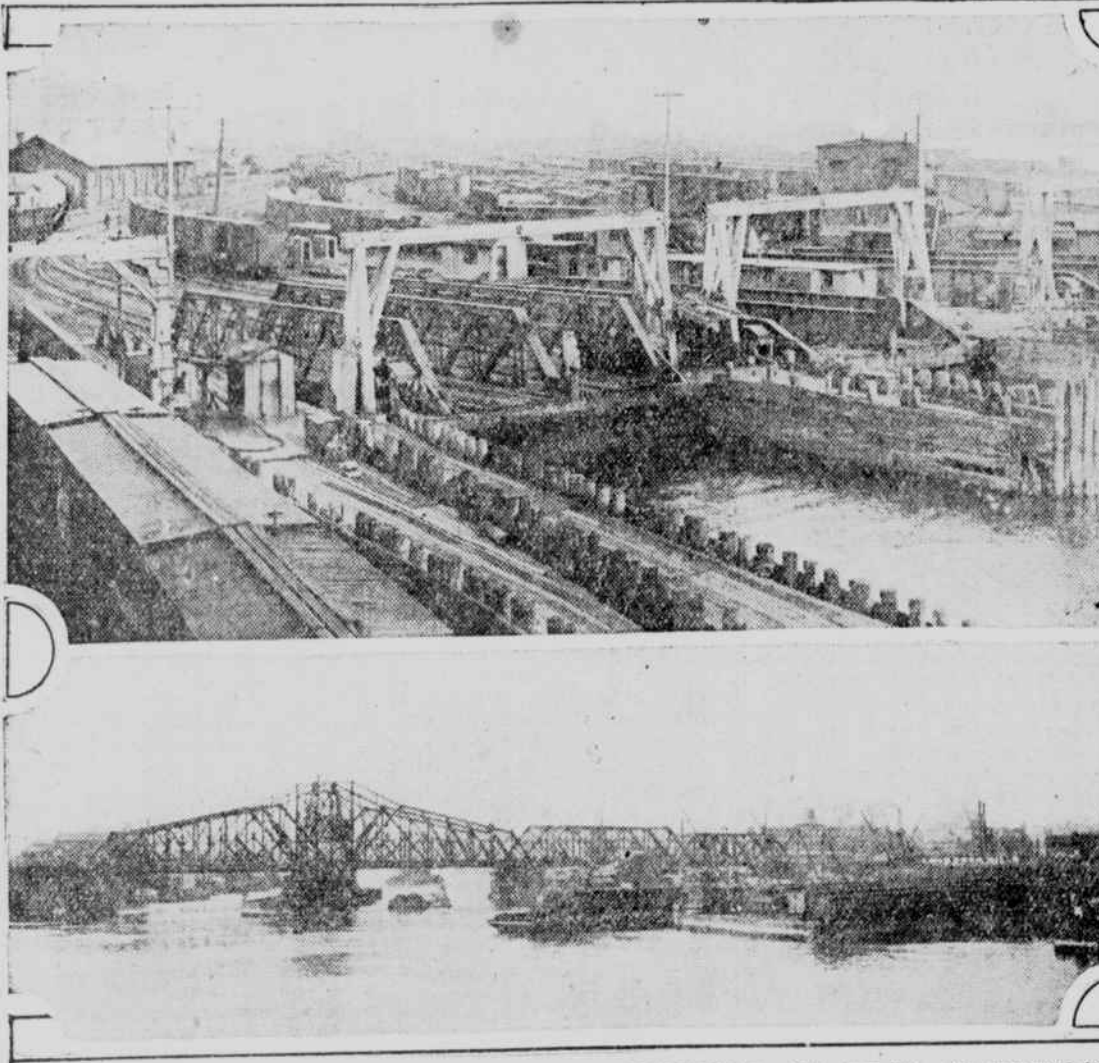
You can't with reason expect these undeveloped factors to grow without encouragement. That encouragement must come from the property owners and municipal authorities. The government and private interests have undertaken to dredge a part of this waterfront that we have been talking about. Marginal railroads or industrial tracks can be built upon the established grades of the marginal streets. To go above or below the street becomes prohibitive on account of the high cost, and their operation in connection with the factories they are to serve is impracticable. The planning and building of these lines is a time to time out of the question, for the city or private interests would be justified in undertaking it in its entirety; but now is the time to plan and determine upon such development and build in part from time to time as the demand may require in conformity with plans worked out and settled for the future. Otherwise the opportunity will be lost. The other boroughs are grasping the opportunity to supplement the waterfront of Manhattan.

The large section of undeveloped area lying along the waterfront of the eastern Bronx affords an extraordinary opportunity for the building of a large industrial community, a community of factories, docking facilities, warehouses, shipping houses and the homes for the industrial workers.

The Bronx has shown a wonderful growth in the last ten years, but its growth can be materially increased by the building up of an industrial center with proper and adequate facilities.

The demand is coming, but if the facilities are not offered the seeker for industrial locations will be forced to turn to other sections of the city and have the facilities, which he requires, to offer.

Fifth in The Bronx is all right, but the borough will not grow the way it should on faith alone. Definite planning, concerted action, fostered by the various associations having the welfare of the borough at heart, in cooperation with the municipal authorities is essential to develop the potential possibilities of The Bronx, and have the foremost rank of the boroughs of the greater city as an industrial center.



SCENES IN THE SHIPPING ZONES OF THE BRONX.

Upper picture—Lehigh Valley freight terminal, at 149th Street and Harlem River. On the right hand is the new hay shed, with capacity of 50,000 tons. Centre left hand picture—The Willis Avenue Terminal of the N. Y., N. H. & H. R. R. Co. Lower left hand picture—A glimpse of the Harlem transfer terminal, at 135th Street and Harlem River. Centre right hand picture—The Harlem Bridge. Lower right hand picture—Terminal of Central Railroad of New Jersey, at 133d Street and Harlem River.

LOT SALE THIS WEEK

Offerings of Parcels at Flushing-Whitestone. At Flushing-Whitestone next Saturday, Bryan L. Kennedy will sell at auction on the premises at 2 p. m. two hundred well located lots on Flushing-Whitestone trolley line is only one block from these lots, which are also convenient to both the Flushing and Whitestone depots of the Pennsylvania Long Island Railroad, with through electric service direct to the Pennsylvania terminal.

Residents of Flushing will enjoy a five-cent fare via both the Brooklyn Rapid Transit and the Interborough lines to all parts of Manhattan, The Bronx and Brooklyn, when the elevated line of the dual subway system is extended to this popular section.



EDWARD R. BOYNTON, President of The Bronx Board of Trade. He is also head of the American Real Estate Company, one of the largest owners of choice properties in Manhattan and The Bronx. To him much credit is due for the industrial campaign in The Bronx.

Destined to Have Big Manufacturing Revival

Northerly Borough of Greater City Is Also on Threshold of Vast Upbuilding of Its Shipping Facilities—Important Survey of Waterfront and Factory Assets Just Completed by Bronx Board of Trade—Nearly All Railroads Serving Metropolis Have Terminals There.

By The Bronx Board of Trade.

The Bronx Board of Trade, continuing the campaign inaugurated recently for the industrial upbuilding of the borough, has, under the direction of Albert Goldman, chairman of its industrial bureau, just completed a very comprehensive survey of the "South Bronx."

This survey of that section of the Borough of The Bronx which extends from Macomb's Dam Bridge to the Bronx Kills, shows that this, the oldest part of the borough, is on the threshold of a great and immediate industrial revival.

This part of the borough is without doubt the peer of any other section of like area in the greater city in its shipping facilities, probably the most important phase of manufacturing. Practically every railroad of any importance serving the metropolis has a terminal within the boundaries of this district, while all the coastwise steamship lines receive and deliver freight to The Bronx manufacturer from their Harlem River terminal at Third Avenue.

The waterfront of this section is over five miles in length and is peculiarly adapted for development for industrial purposes.

The construction of the new state barge canal terminal on the east bank of the Harlem River, extending from the New York Central Railroad bridge to the 138th Street bridge, will, when finished, lie in the very heart of the industrial belt line railroad. The terminal site is now occupied by Church E. Gates & Co., the Harlem Wood-working Company, and John J. Bell & Co. When completed it will have a water frontage of 700 feet and a depth of 150 feet.

The approach is considered ideal as Gerard Avenue, which will afford the team approach, is 80 feet wide, being 20 feet wider than the average street. This street was originally built as a boulevard, and was intended as a bridge approach.

One of the most important and outstanding features developed in this survey is the fact that just as soon as the Lexington Avenue subway construction work is finished the first large terminal building on the Harlem River will be erected by the Harlem Transfer Company on the site now used by the Lackawanna, Erie and Baltimore & Ohio railroads, which will continue to use the property, as well as affording a large, up-to-date place for manufacturing.

These various phases of the re-awakened industrial development of the old Mott Haven section of the borough, say the experts, point to a corresponding stimulating effect on realty values.

It is a well known fact that while there are over 12,000 factories, employing nearly 20,000 workers, located in this section, very little progress has been made there for several years. Those in the know pursued a policy of "watchful waiting" for the very necessary improvements in The Bronx waterways and waterfront and in the new rapid transit routes. Their patience is at last about to reap its reward. With the completion of these facilities, in the near future, the process of light manufacturing plants will begin to flow toward this section of the borough from Manhattan. That the various railroads are believers in this is evidenced by the fact that the new industrial terminal to be erected will be the first in The Bronx to be fully equipped with power for light manufacturing purposes.

At the time of the opening of the extension of the Third Avenue Elevated road across the Harlem River into The Bronx and for several years subsequent to that event, the Mott Haven and Port Morris sections of the borough were the recipients of many manufacturing plants. Then for several years past these sections experienced a period of non-activity, due to a great extent to the expansion and development of other sections of the borough. With the great improvements now being carried on, the "South Bronx" is coming into a period of great activity.

The officials of the Industrial Bureau of The Bronx Board of Trade have records to show the numerous plots in this section that are susceptible to use or development as factory sites at quite a reasonable price. It also desires to point out, as a factor in the development of this section, that the labor conditions are the equal of, if not better than, those in any other section of the greater city, as the territory is well equipped with modern flat buildings, built on high, healthful ground, which makes for contented labor, which is a very necessary part of the successful manufacture of any product. That the manufacturer can have the pick of this labor is reasonably put forward, in that, as the majority of Bronx workers now have to go to Manhattan for their livelihood, it is reasonable to assume that these workers would prefer to be able to walk to their places of employment, thus saving the carfare they now have to pay daily, to say nothing of the time consumed in going to and from work. In addition to this, the intelligence of The Bronx worker is pointed to with pride by the Board of Trade. The following table of comparison is made in the support of the contention that the county has the lowest percentage of foreign-born population unable to speak English of any of the boroughs comprising the greater city:

(1) Bronx, total foreign born population, 129,586. Unable to speak English, 17,750. Per cent, 13.7.

(2) Queens, total foreign-born population, 71,179. Unable to speak English, 12,143. Per cent, 17.1.

(3) Brooklyn, total foreign-born population, 477,973. Unable to speak English, 100,923. Per cent, 21.1.

(4) Manhattan, total foreign-born population, 885,509. Unable to speak English, 230,131. Per cent, 26.

A coastwise steamship terminal in the South Bronx, at the foot of the Harlem and Morrisania Transportation Line. It is the Harlem River terminal for the Old Dominion, Savannah, Morgan, Mallory and Clyde Steamship lines, where shipments can be made at New York rates. Also shipments are received for all the various water lines operating in every direction, which makes the freight terminal at 130th Street and Third Avenue one of great importance to the manufacturer and shipper in The Bronx. Its location is one of the most convenient for ready accessibility and is adjacent to the railroad freight terminals in the vicinity. Not only does the Harlem and Morrisania Transportation Line cater to the manufacturer in The Bronx section as a carrier of his completed

product, but it also serves to keep him supplied with the raw material by acting as a general transfer agent. At its downtown station, situated at 210 Water Street, near Fulton, shipments can be made to all points in Manhattan and The Bronx, and prompt service is assured by a complete equipment of motor and horse trucks. In fact, the motor equipment of this line is the most extensive of any of the local freight carriers. For a period of more than thirty years the Harlem and Morrisania Transportation Line has served the shipping community in a trustworthy and satisfactory manner, and as a result of this experience is better prepared to handle shipments "from point to point" than ever before.

The survey also found that the New York Central and New York, New Haven and Hartford, with their main and branch lines, present a veritable network of railroads throughout the entire borough of The Bronx. The natural and expected facilities such as any railroad of like importance would offer are to be found in this area. There are ten shipping and receiving stations of these roads located at convenient points, in addition to those mentioned elsewhere as being on the waterfront.

DWELLINGS RENTED

New Tenants for Premises on the West Side.

Pease & Elliman have leased the four story and basement house at 22 West 89th st. to Dr. J. E. Reinthal.

Gorman H. Lenney has leased 122 West 78th st., a four story dwelling house, for five years to Mrs. Rozella Kennedy; the house 58 West 75th st. to Mrs. Margaret Moncre; the dwelling house 317 West 71st st., furnished, to Mrs. Anna K. Morse; 117 and 119 West 81st st., two four story dwelling houses, furnished, to Mrs. Rozella Kennedy, and, in conjunction with Pease & Elliman, the dwelling house 46 West 85th st. for five years to James L. Watt.

The Houghton Company has leased the five story American basement dwelling house 248 West 103d st. to Virginia Hills and Mary E. Remington.

CHARLES E. REID.



Secretary of The Bronx Board of Trade. He is largely responsible for the successful industrial campaign in the northerly borough.

EXCEEDS TONNAGE ON MISSISSIPPI

Harlem River Is Now a Most Important Waterway.

MANY TERMINALS ALONG SHORE FRONT

Ex-Borough President Cyrus C. Miller Tells About Proposed Railway in District.

The territory in the southerly end of the Bronx fronting on the Harlem River from The Bronx Kills to Highbridge is less developed than the territory either south or north of it, says Cyrus C. Miller, former Borough President. It is one of the first settled parts of The Bronx, yet it does not match in land values other sections of much later development.

As to why it does not, Mr. Miller says: "The reason is that the value of this territory lies in the possibilities of its waterfront, and they have not yet been fully developed. The tonnage of the Harlem River is greater than that of the Mississippi, so there is every reason for development here."

"A water front is valuable only when its facilities are co-ordinated both with one another and with the upland back of it. A railroad terminal on a water front at which goods are discharged, which must be trucked away, adds to a certain extent to that territory; but the same terminal connected with half a dozen others and with docks and piers by a complete equipment of industrial railroad, becomes a nucleus of ever-spreading values. Between The Bronx Kills and Highbridge are six car float terminals—the New York, New Haven & Hartford, the Central Railroad of New Jersey at 133d St. and Third Ave., the Delaware, Lackawanna & Western Railroad, the Baltimore & Ohio and the Erie at 135th St. and the Lehigh Valley at 149th St., not to mention the main lines of the New York, New Haven & Hartford and the New York Central roads."

"It is proposed to connect them by an industrial railway beginning at Highbridge and running eastwardly parallel with the waterfront, but back far enough to leave room on the waterfront for terminals, warehouses and factories. This railroad will connect with the New Haven road in the East Bronx and the Pennsylvania Road coming into The Bronx over the Hell Gate Bridge. It will give perfect flexibility in the handling of raw materials coming in and manufactured goods going out of the borough. Spurs from the railroad can be run into the terminals and waterfront buildings. It is easy to see at a glance that such a co-ordination of the waterfront and railroad facilities must result in great increases of values in the section named, because the district would receive rail freight from the East by the New Haven Road and from the west by the New York Central, and water freight from everywhere. Being so near to the populous centers of Manhattan and The Bronx, what more ideal sites could be found for factories and for distributing depots for flour, sugar, automobiles and the like? Fortunately the building of such a railroad will be comparatively cheap because of the absence of grades and obstructions."

"To enlarge the traffic handled by this waterfront property, facilities must be furnished for the waterborne freight coming through the Barge Canal down the Hudson River and into the Harlem. The river must be straightened at Spuyten Duyvil and at least two piers must be removed from High Bridge. We must enlist the aid of our Congressmen, our State Senators, our Assemblymen as well as the members of the Board of Estimate and Apportionment, because the Federal Government, the State and the City must unite in the work."

"The Board of Estimate and Apportionment can order the changes in High Bridge."

"A great help to the traffic through the Harlem will be given by the dredging of The Bronx Kills, thereby furnishing a through channel from the East River to the Sound."

"The question of an appropriation by Congress for this work will come up at the next session of that body, and our Congressmen must be ready to take action."

"The intensive development of the waterfront will have an immediate effect on the values of the surrounding properties. We shall see this section